



Pennsylvania Avenue East Small Area Plan

**Community Visioning Conversation: Economic Development and
Retail Opportunities**

June 16, 2021 | 6:30-8:00 p.m.

Latisha Atkins, Pennsylvania Avenue East Main Street

Cristina Amoruso and Elizabeth Anderson, DSLBD

Sarina Accime, DMPED

Ryan Hand, OP

Josh Lasky, LINK Strategic Partners

Faith Broderick, OP



Agenda

6:30-6:45pm **About the Pennsylvania Avenue East Small Area Plan**

6:45-7:45pm **Community Visioning Conversation**

7:45-8:00pm **Recap, Next Steps, and Q&A**

- Watch the broadcast online: publicinput.com/PennAveSEPlan, 'Events' tab
- Join the meetings online: tinyurl.com/PennAveVisioning
- Join the meetings by phone: **202-860-2110 (meeting #: 160 489 9034)**



About Small Area Plans

Small Area Plans

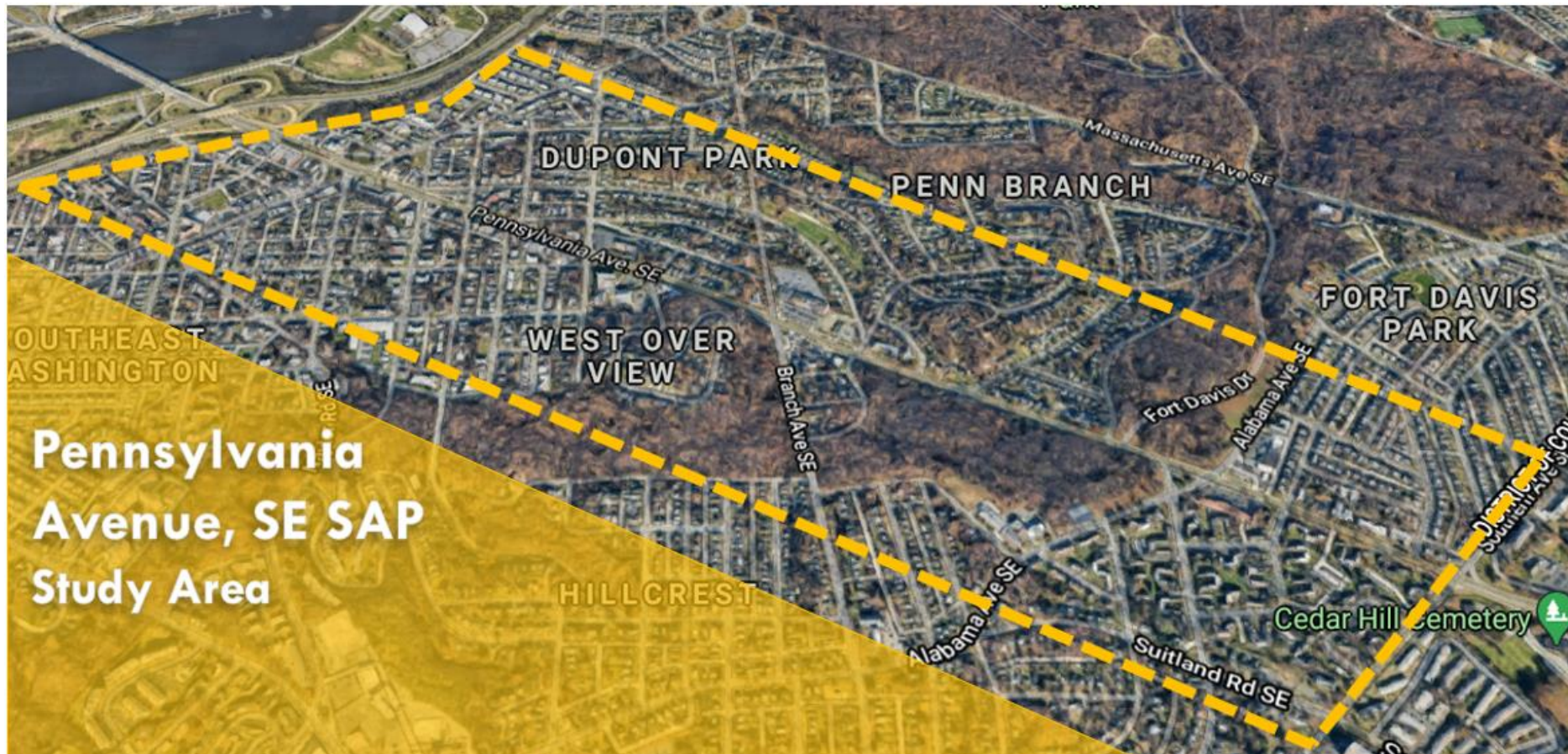
L Small Area Plans supplement the Comp Plan by focusing on the neighborhood and block level. Small Area Plans **establish a vision for the neighborhood** and build on the guidance established in the Comp Plan.

- Identify strategic priorities, gaps, and opportunities
- Provide neighborhood specific recommendations
- Guide future development and investment
- Are approved by Council as legislation



About the Pennsylvania Avenue East Small Area Plan

With community support and involvement, OP will develop an updated vision and implementation plan for the Pennsylvania Avenue East corridor.



Project Timeline

We are here!

Dec 2020- March 2021

Project Roll-Out

- Existing conditions and market research
- Convene Interagency Advisory Committee
- Convene Community Advisory Committee

April – October 2021

Plan Development

- Community learning
- **Community visioning**
- Recommendation development

Winter 2021/22

Legislative Process

- Public Comment Period
- Mayoral Hearing
- Council Review
- Council Approval

Spring 2022 on

Implementation

- Implementation and neighborhood technical support
- Plan recommendation implementation



Community Visioning Conversation Schedule

**Vibrant Public
Realm**

May 26
6:30-8:00 p.m.

**Transportation
& Access**

June 2
6:30-8:00 p.m.

**Housing
Affordability &
Opportunities**

June 9
6:30-8:00 p.m.

**Retail & Economic
Development**

June 16
6:30-8:00 p.m.



Pennsylvania Avenue East Small Area Plan Goals

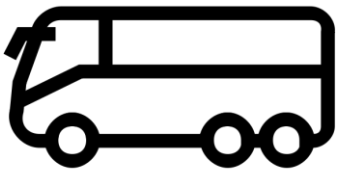
The SAP will establish a framework that will guide development and reinvestment in the neighborhood to meet the following goals:



Encourage economic development and retail opportunities



Enhance a safe, accessible, and vibrant public realm



Improve transportation access and connectivity



Explore housing opportunities and social and economic resiliency strategies

Economic Development and Retail Opportunities

OP's Overarching Goal:

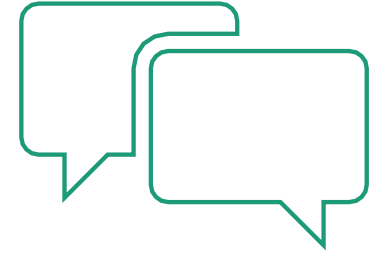
Drive inclusive economic expansion and resilience by growing the economy and reducing employment disparities across race, geography, and educational attainment status.



How to Participate

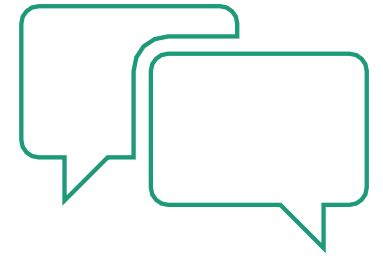
1. Meeting chat will remain open throughout the conversation.
2. Select the “raise hand” feature or unmute to provide comment.
3. Complete the survey: publicinput.com/PennAveSEVisioning





What is your **favorite**
business or shopping
experience along
Pennsylvania Avenue East?

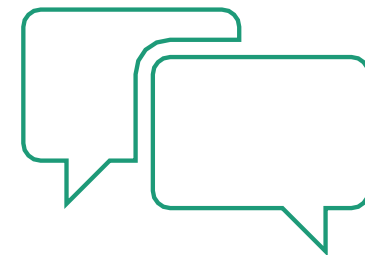




If you had 8 hours and were given **\$100 to spend along Pennsylvania Avenue East**, how would you spend it? What about \$1,000?

- Now, think about what type of stores you would have preferred to shop at in that scenario?
- What changed, what remained the same?

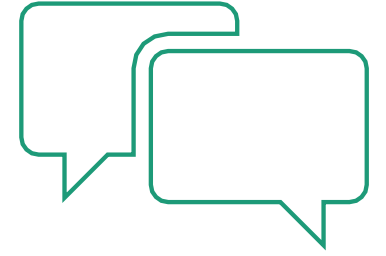




**Do you shop for goods or services along the corridor?
Why or why not?**

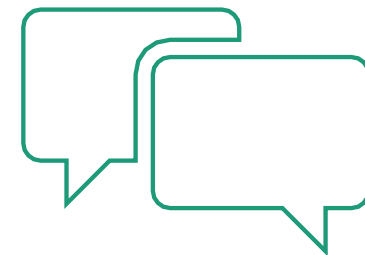
If not, which area/corridor of the District do you shop for goods or services most frequently?





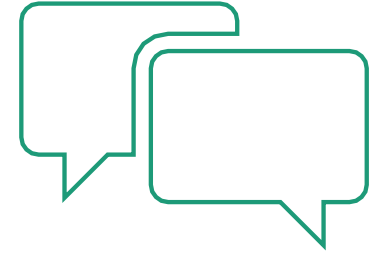
What do you **shop for most frequently** along the corridor?





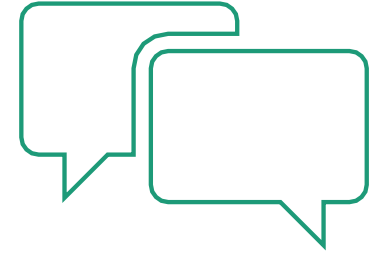
**What changes or resources
would you need to see
to more frequently shop for
goods and services along the
corridor?**





What are the **biggest challenges** you face when shopping for goods and services?





Entrepreneurs: What barriers to entrepreneurship exist that have impacted your ability to do business in the District or along Pennsylvania Avenue East?

- What support would you benefit from?



Meeting Recap

You shared...



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Next Steps

Visioning Phase

- Learn about existing challenges and aspirations for the future
- 4 Community Visioning Conversations
- 4 Community Visioning Surveys

Analysis

- Review feedback from community surveys and conversations
- Identify existing government interventions
- Identify gaps in existing interventions
- Report back to community during **July 21 Townhall**

Recommendation Development

- Share potential recommendations and identify gaps in analysis
- 4 Community Recommendation Discussions
- 4 Community Recommendation Surveys

**Next
Townhall!**

Wednesday, July 21 @ 6:30pm
publicinput.com/PennAveSEPlan
855-925-2801 (pin: 9252)



Announcement!

Mark your calendars!

Join OP, Pennsylvania Avenue East Main Street, Soufside Market, and Creative Junkfood for a Juneteenth community building event!

Where: Soufside Market (2510 Pennsylvania Avenue, SE) & The Shops at Penn Branch (3200 Pennsylvania Avenue, SE)

When: June 19 from 10:00am to 4:00pm

See you there!

JOIN US AS WE...

IMAGINE
a Revitalized

Pennsylvania Avenue EAST

WHAT DOES BUILDING COMMUNITY MEAN TO YOU?

Saturday 6/19/21
Juneteenth
2021

10am-4pm

► **Community Visioning**
► **Business Vendors, Music**
► **Activities for Family and Youth**

#PennAveSE

Soufside Market
2510 Pennsylvania Ave. SE
A Community Dream wall,
Neighborhood Welcome Wheel,
Photo Booth & more!

The Shops at Penn Branch
3200 Pennsylvania Ave. SE
Family fun events with
Positive Chalk DC & City Golf Adventures,
children's activities & more!



Thank you!

Thank you! This is just the first of many opportunities to provide feedback.

Next Steps:

- ✓ Register for the Plan
- ✓ Sign-up for Additional Visioning Workshops
- ✓ Mark your calendars for a July 21 Townhall
- ✓ Provide feedback online at: publicinput.com/PennAveSEVisioning



Project Website: publicinput.com/PennAveSEPlan



Project Phone: 855-925-2801 (pin: 9252)



Project Email: PennAveSEPlan@dc.gov



Project Manager: Faith.Broderick@dc.gov

